

## STAGE BEFORE SELLING FOR SUPERIOR RESULTS

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When Justine and David decided to sell their home, they did what most people do - - consult a Realtor, decide on a price and hold an open house. One year, several price reductions and two Real Estate companies later, the house was still not sold. They had moved into their new home and were carrying two mortgages. Financial stress now added to their frustration and disappointment. The house was charming, located in a wonderful neighborhood...a perfect home to raise a family. So what was the problem? Why hadn't this house sold?

In today's market, it's key for a house to stand out from the rest. Gone are the days when buyers selected a home based on its possibilities. This is where home staging plays a vital role in presenting a house in "move-in condition". Staging prepares a home to appeal emotionally and visually to a wider variety of potential buyers. The greater the interest, the greater the chance for a quick and prosperous sale.

Statistics show that a staged home sells 50% faster than non-staged homes, often with an increased selling price. Why is this? *A staging professional is able to look at a home through the eyes of the buyer.* They recognize which architectural features need to be enhanced or downplayed. They create an atmosphere that inspires buyers to walk into the house and say, "We'll take it!"

Staging is not about spending money on major renovations, but rather enhancing a home's features affordably and easily. If the house for sale is occupied, stagers can rearrange existing furnishings for maximum appeal, remove items that may distract a potential buyer, and suggest furniture, artwork, or accessories to complete the look. Many homes can be professionally staged in one day or less. As a Certified Professional Stager, I provide a personalized report full of detailed suggestions, including a "Top Ten" list to prioritize the modifications.

So what happened to Justine and David's home? Well, after a year on the market with no success, they had run out of ideas and options and certainly did not want to make yet another price reduction. Justine called me to discuss the concept of staging, and we made an appointment. After we went through the house, Justine got to work immediately, following the staging plan I provided. Two weeks later, she called me with great news: the house was under agreement! Justine and David were delighted to leave behind the yearlong worry and expense, and they can now truly enjoy their new home.

Heidi Caron-Guay is a Certified Real Estate Stager and Interior Decorator. She is the owner of Dragonfly Interiors, located in Rehoboth, MA. For more information on real estate staging, visit her website at [www.dragonflyinteriors.net](http://www.dragonflyinteriors.net).

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